Exhibit 10

Message

From:	Lisa Bloom [/O=COREPOWER YOGA/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=LISA BLOOMA21]
Sent:	8/31/2015 8:50:38 PM
To:	Instructors - IL - Chicago [/O=COREPOWER YOGA/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=CorePower Yoga Chicago Instructors Listb5e]
CC:	Jeni Hutchison [/O=COREPOWER YOGA/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Jeni Hutchisond1d]; Elizabeth Hinker [/O=COREPOWER YOGA/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Elizabeth Hinkerfed]; Robyn Rabicke [/O=COREPOWER YOGA/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Robyn Hawthorn04c]; Tony Siefring [/O=COREPOWER YOGA/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Tony Siefring6e8]; Sara Nash [/O=COREPOWER YOGA/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Sara Nash2cc]
Subject:	CPY Update: Read Me
Attachments:	CPYSellingStyle_ExampleConvos.docx

Dear Instructors,

Happy Monday, on behalf of the Chicago Leadership team, I've got a brief update for you. Please read below and review the attachment.

Front Desk/CPY Selling Style

Have you ever checked a student into class, seen that they owe and been unsure about how to start the conversation to sell them more yoga? Now we've got a tool to help! You have likely heard about and seen the new CPY Selling Style tool. If you haven't seen it yet, look for a laminated copy at the front desk or read the attachment. Please familiarize yourself with this document. It'll help you confidently offer great customer service to your yogis, and ensure they're getting the most yoga for their money. If you think about it, when your yogis buy one drop-in class at a time, they're actually spending more per class then if they purchased any of our packages. Help them save a little money, and buy a package instead!

- Comp/guest – rather than using this button for anything other than a free week sale, please consult with the management team about whether a comp class is the most appropriate action. We know you're trying really hard to keep your class rosters free of unpaid classes; thank you! Make every effort to sell a yoga package or membership. You know it's much less work to check in a student and reconcile any owed classes right away, when there's only one class owed. The conversation gets stickier and more confusing for the student if we give them free yoga a few times, and then ask for a sale later. Remember, you're providing a valuable class experience. Your teaching efforts, and the efforts of your teacher peers are worth a lot! If there's a situation where it may be necessary to comp a student for class, pass that student on to the management team. This will allow the studio management teams to gather direct feedback from their student community.

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Thanks for your attention!

Love & light,

Lisa

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CPY Selling Style

Best Practice Tips for CPY Selling Style and Building Rapport

Step 1: Confirm student's name and make eye contact.

Step 2: Check student's Payment Type on MBO screen.

If student is on their free week, ask them how classes are going and begin to establish a relationship with them. Use their name in conversation to create name recognition.

"Jane, I see you're on your free week! Have you been enjoying your experience so far?

"Jane, my name is Amanda and I'll be teaching today. I'm excited to have you in class! How has your free week been going?"

"Great to meet you, Jane! I'm Amanda and I'll be guiding class today. Have you had the opportunity to try a variety of classes so far?"

If student owes for class:

1. Check their visit history to gain an understanding of their needs and the yoga offering that will suit them best.
2. Ask them how often they intend to practice each week.
3. Based on your discussion, make a recommendation that meets the student's needs

"Jane, it looks like you need to re-load your yoga package. Let me check your visit history and see how often you're practicing each month."

"Jane, you've just used your last yoga class. How often do you plan on practicing each week?"

If the student is practicing 8 or more times a month, membership is their best option:

"It looks like you're practicing <insert #> times a month. I recommend our membership program, as it's the best value."

If the student is practicing 5-7 times per month, a 10 pack is their best option:

"It looks like you're practicing <insert #> times a month. How does a 10 pack sound? You'll save $1.50 per class and they never expire!"

If the student is practice 4 or less times per month, a 5 class pack is their best option:

"On average, you're only here about once a week. A 5 class pack would be a great fit and still give you some cost savings."

Tools for Building Rapport

Best Practice Tips for CPY Selling Style and Building

First:
Identify the student's needs

Second:
Offer a solution based on their needs.

Understand the Student
The more you know about the student, the easier it is to influence their decisions.

Create Rapport
To create a quick connection with your students, be curious, be personable and genuinely show interest in them.

Ask Questions
If you can't understand or satisfy a student's real needs, you can't make a sale. Asking the right questions will allow you to understand your student's needs/desires so you can offer solutions and appropriate yoga options.

Actively Listen
When students are speaking; keep your mind open to discover ways to truly be of service.

Present Options
Once you've learned how you can help, you must be able tell the student's story and then translate it to the best membership or package option to fit their practice habits.

Get a Commitment
Every contact with a potential new member should result in a commitment from the student, like an agreement to do something that will move their practice forward.

Close the Sale
At some point, you have to ask for a decision. The close will emerge as a natural part of the conversation if you've built on the previous skills.

Continue to Build Relationships
Your goal should always be to build a relationship rather than to merely make a sale. If you do this piece, the sales will follow.

Additional Support

Best Practice Tips for CPY Selling Style and Building Rapport

Our Mission: To show the world the incredible, life-changing things that happen when you root an intensely physical workout in the mindfulness of yoga.

Push for Membership

- To make the magic happen, turn stress into sweat, push past physical boundaries and work every muscle and emotion, CorePower Yoga recommends you practice two or more times each week.

Benefits of Yoga

- Increased flexibility
- Increased muscle strength and tone
- Increased core strength
- Decreased stress, tension and anxiety
- Increased stability
- Presence of mind

Membership Tools

- Membership is and always will be the most cost effective option.
- Know the benefits!
  - Unlimited yoga at any studio across the country
  - Free Black Tag Events
  - 20% discount on Teacher Trainings and lifestyle programs
  - 5% discount retail
- Assume students will pay full price. If they qualify for a discount, they will let you know.

Package Tools

- Packages never expires
- Classes are good at all locations
- The greater the yoga class package, the greater the cost savings per class.
- Help students understand the value-add of packages vs. single drop ins